

CARLO GUARDASCIONE

30 Poncetta Drive #325 Daly City, CA 94015
415-793-5174 RCLGuard@yahoo.com

EXPERIENCE

Interactive Copywriter

Young & Rubicam San Francisco, CA

2/2008 – Present

- Concept and create copy-driven solutions for interactive executions
- Develop and deliver immersive online experiences to support clients' brands
- Lead project through to completion and organize client deliverables
- Present creative ideas to project teams and clients

Interactive Copywriter

Agency.com San Francisco, CA

9/2006 – 2/2008

- Brainstorm and write copy for all types of branding, web development and interactive advertising units
- Write longer format direct response copy for HTML/Text emails, landing pages, microsites, SEO copy, etc.
- Think up new ideas for how everyday people transact online
- Stay current on all new interactive advertising technologies and units

Freelance Copywriter

San Francisco, CA

2/2005 – 8/2006

- Grand Hyatt San Francisco – Promotional materials, direct mail, brochures and website
- 1-800-Flowers – Outdoor campaign
- The End Up – ads for nightclub
- Wolfe/Doyle – Comcast radio and TV scripts

Copywriter

BBDO Chicago, IL

01/2004 – 11/2004

- Concept and write copy for print advertising, direct mail, Internet and outdoor
- Brand marketing and brand name development for Wrigley Gum
- Coordinate and oversee focus groups and marketing research

Copywriter

Lord + Lasker Tampa, FL

05/2000 – 04/2002

- Concept and write copy for television, outdoor, Internet, print advertising and direct mail
- Assist in public relations efforts, audition and cast talent and participate in new business acquisitions

EDUCATION

Miami Ad School Miami Beach, FL
Certificate – Copywriting

University of South Florida Tampa, FL
Bachelor of Arts – Mass Communications

SKILLS

Proofreading/Editing
Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Quark XPress
Microsoft Office
PC & MAC platforms

AWARDS

IAC Award – Best Portal Online Ad
Graphis Award
International Mobius Award – Copywriting/Outdoor Advertising
Best of the Bay ADDY Award – Poster Single
Gold ADDY Award – Collateral Material/Poster
Gold ADDY Award – Newspaper/Color
Gold ADDY Award – Interactive Media/Banner
Gold ADDY Award – Trademark/Logo Student
Silver ADDY Award – Radio Regional/National